

# Select Michigan Program Benefits Chart

## **Participation:**

*All Michigan fresh or processed food products are eligible for participation in the campaign.*

Participation in this campaign requires a specific application available by contacting MDA at 517-373-9800 or e-mail at [lietzauc@michigan.gov](mailto:lietzauc@michigan.gov)

## **Select Michigan for Fresh Product:**

- Must be 100% grown in Michigan.



## **Select Michigan for Processed Product:**

- The product has at least 51% of its content grown in Michigan or the final processing plant must be located in Michigan.
- Other than processing aids or spices, no part of the product content shall be from outside of the USA.



## **Select Michigan Organic**

- Must be 100% grown in Michigan.
- Must be certified organic by a USDA approved certification organization.
- Must be registered with the State of Michigan.



## **Tools to Increase Market Exposure:**

- Free use of the Service-marked Select Michigan logos.
- Priority referrals to Michigan retailers, processors, institutional food buyers, restaurants, chefs, organizations and others.
- Frequent listing in news releases to the media.
- Press Releases distributed to the general public, funding agencies and others interested in local and/or organic food.
- Opportunities to be featured at and sell products at "Select Michigan" sponsored events and Trade Shows.
- In-store tasting and demo opportunities.
- Limited supply of point of purchase materials – price cards, logo stickers, etc.
- Significantly discounted advertising opportunities for In-Store Radio, Commercial Radio, Public Radio, Magazines, Billboards, Interactive, TV, etc.
- Discounts for product posters or brochures with your company or farm logo.
- Your operation listed on <http://mimarketmaker.msu.edu/> with a link to your farm site, if applicable.

## **Educational Opportunities:**

- Educational workshops as needed.
- Assistance in retail marketing for small growers.

## **Networking with Campaign Growers, Processors, and Retailers**

- Direct access to expertise of experienced producers and other industry specialists.
- Opportunities for product introduction.
- Participation in Select Michigan sponsored networking events; Meet the Buyers, etc.